

Title (en)
SYSTEM AND METHOD OF MOBILE DEVICE ADVERTISING

Title (de)
SYSTEM UND VERFAHREN FÜR MOBILGERÄTEWERBUNG

Title (fr)
SYSTÈME ET PROCÉDÉ DE PUBLICITÉ DE DISPOSITIF MOBILE

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Application
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Abstract (en)
[origin: US2008318559A1] The invention consists of a method of advertising on mobile devices, comprising the steps of: a) collecting registration information from a user, the registration information including demographic, geographic and chronological information about the user; b) creating an advertising block containing one or more advertisements based on the user's demographic and geographic information; c) sending the advertising block to a mobile device designated by the user, at times determined by the user's geographic and chronological information; d) tracking and recording viewing of advertisements in the advertising block by the user; and e) compensating the user based on the viewing records for the advertisements within the advertisement block. The invention further consists of a system for providing mobile device advertising according to the method.

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